

Students: In Their Own Voices

One Year Later

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Setting the Context:

New education initiatives, no matter how well executed, cannot be successful if they are not embraced by stakeholders; the most important of whom are students, who can accept or reject school and learning.



Shared data that showed students know their disengagement is a problem and it can be traced to four main causes:



Kids are too-ready to give themselves a “pass”



Students are not convinced that the content being taught in school is meaningful



Content isn't delivered in ways that inspire engagement



Kids believe that academic achievement and classroom engagement put social standing at risk



All in the context of this being the most empowered generation ever



Parents recognize kids are in control



Independent consumers, expect to be wooed

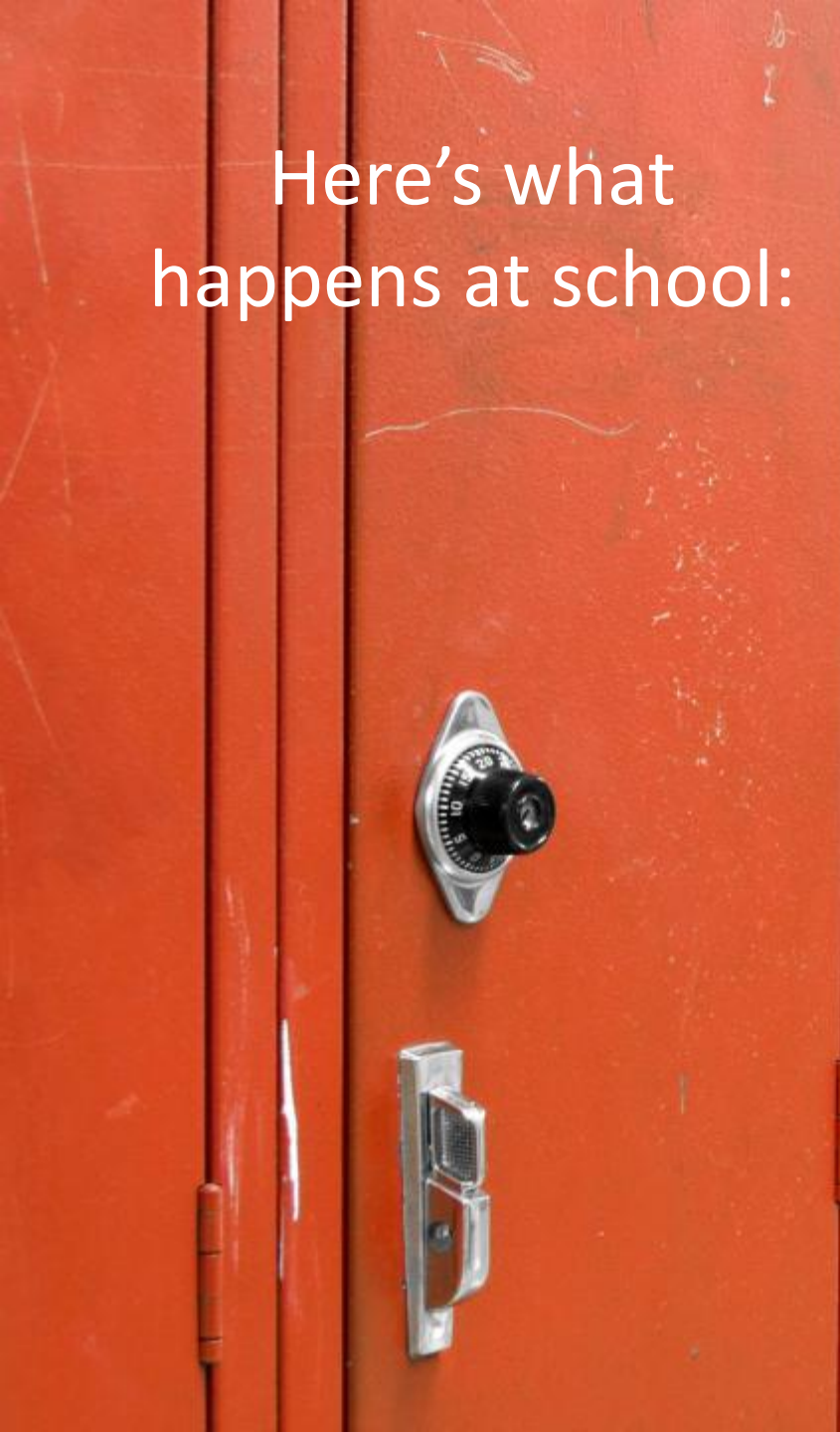


Expect “just for me” options



Expect to engage on their own terms





Here's what
happens at school:

- Cede control to adults
- Accept top-down rules
- Follow schedules
- Little input on technology use
- Accept one-size-fits-all
- Detach from social circles
- Forego personal interests



Our Goals:



*Help Ensure the Success of Reform Initiatives,
Especially Among those Eligible for Title I funds by:*

- 1 Building student enthusiasm for school and learning
- 2 Strengthening the bonds among stakeholder groups
- 3 Motivating stakeholder groups to play their role across the breadth of school challenges and changes
- 4 Giving Students a Voice

Since We Last Met:

Determined a need for something bold to grab the hearts and minds of kids and change the way they feel about school

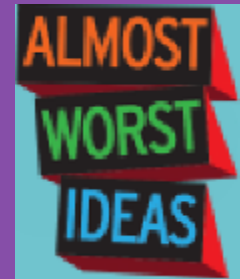


Michigan Student
Inspiration Project

Created an umbrella initiative called the “Michigan Student Inspiration Project”

The logo for Leo Burnett is a white rectangular box containing the name "Leo Burnett" in a black, cursive script font.

Started working with global advertising leader Leo Burnett



Concept for first program informed by and tested with Michigan kids

We engaged Leo Burnett to develop a new solution, from a different perspective.

“At Leo Burnett, we are experts on Brand Purpose.

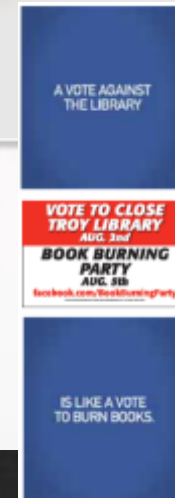
It’s our agency philosophy. We call it HumanKind.

HumanKind is Leo Burnett’s approach to express a brand’s Human Purpose.

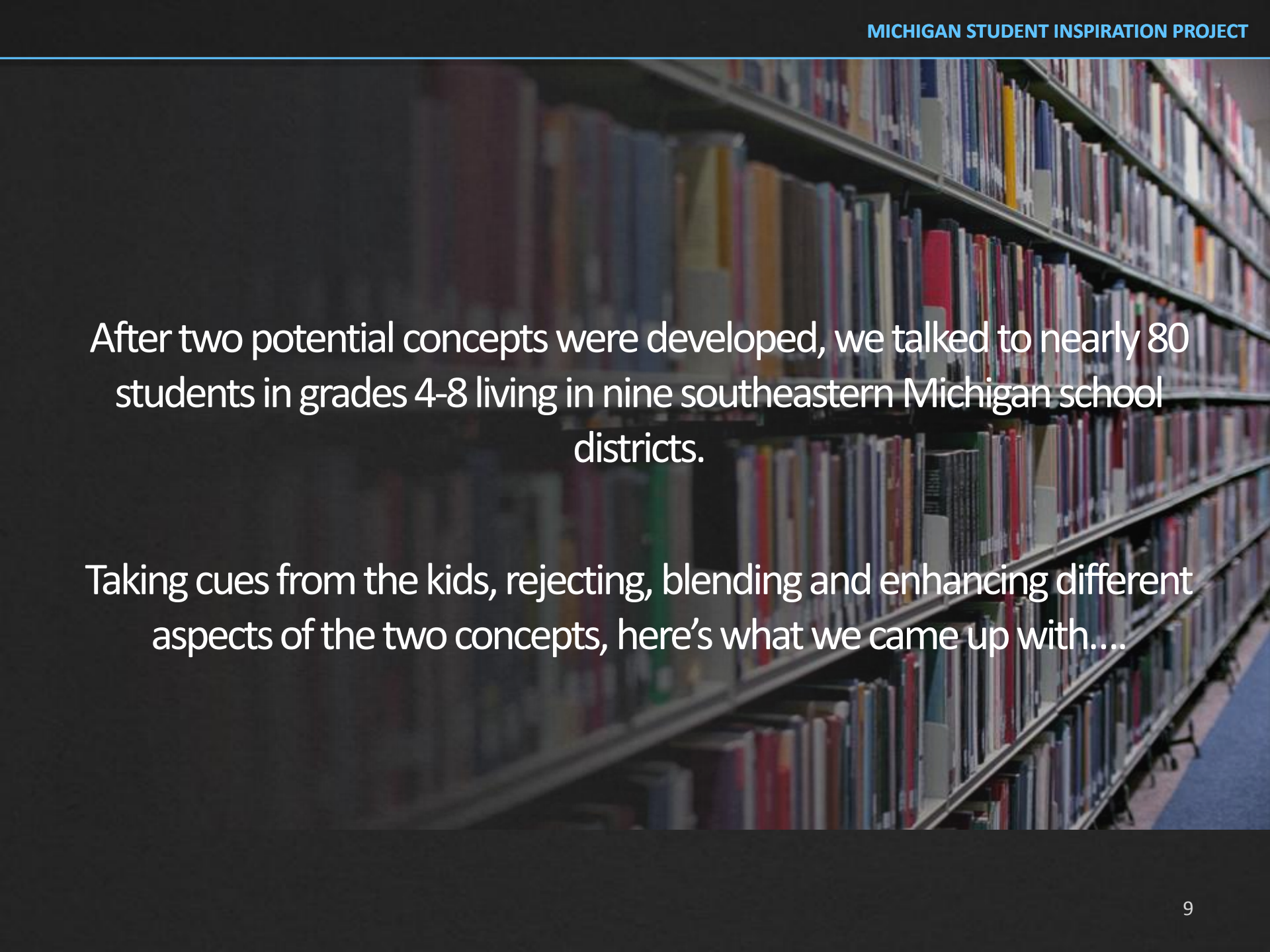
It is a understanding of why the brand exists, for whom, and how it will enrich lives.

Purpose shifts the conversation from what a product does to what a brand means.”

HumanKind



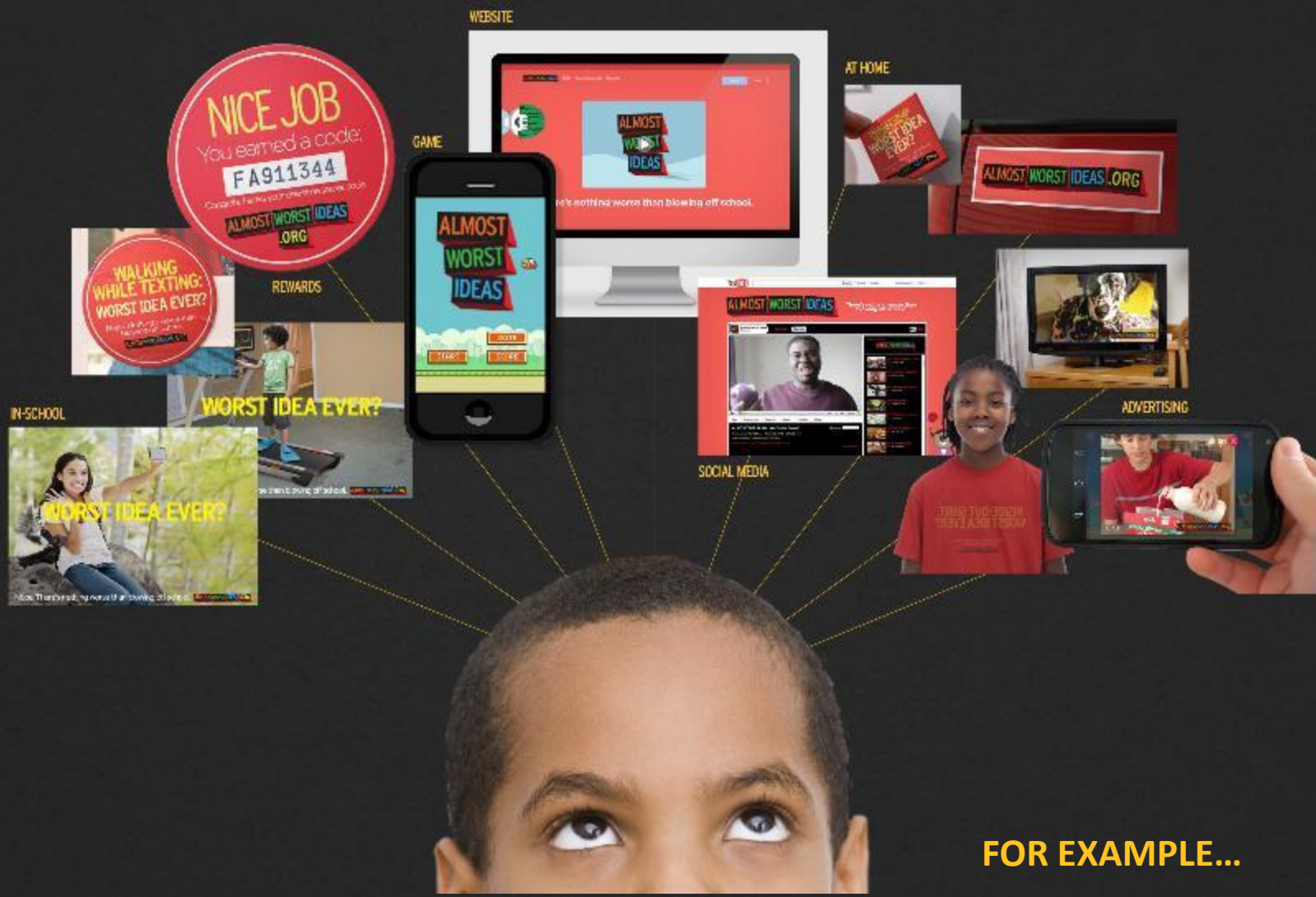
“People don’t need another message. They need meaning.”



After two potential concepts were developed, we talked to nearly 80 students in grades 4-8 living in nine southeastern Michigan school districts.

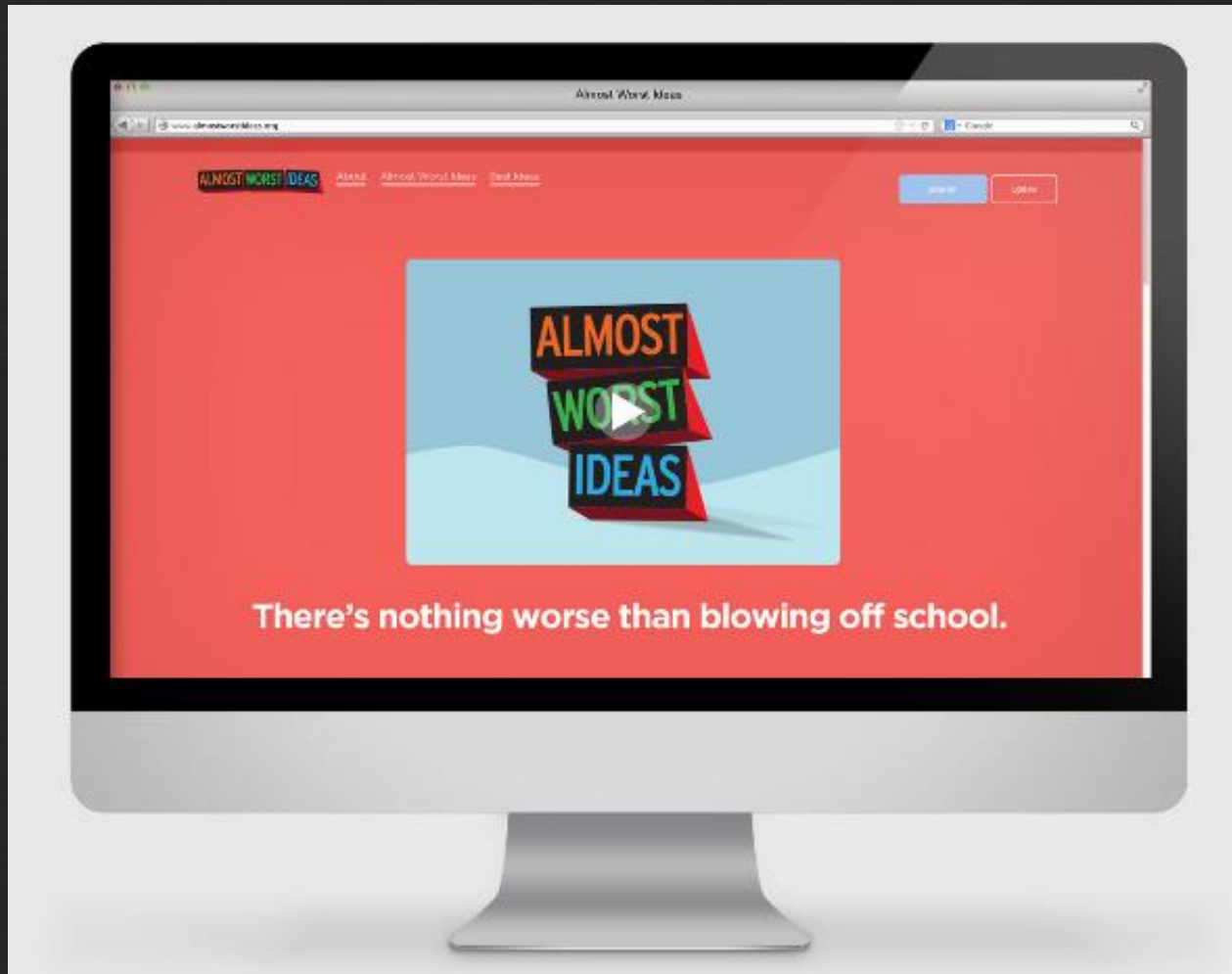
Taking cues from the kids, rejecting, blending and enhancing different aspects of the two concepts, here's what we came up with....

ALMOST WORST IDEAS

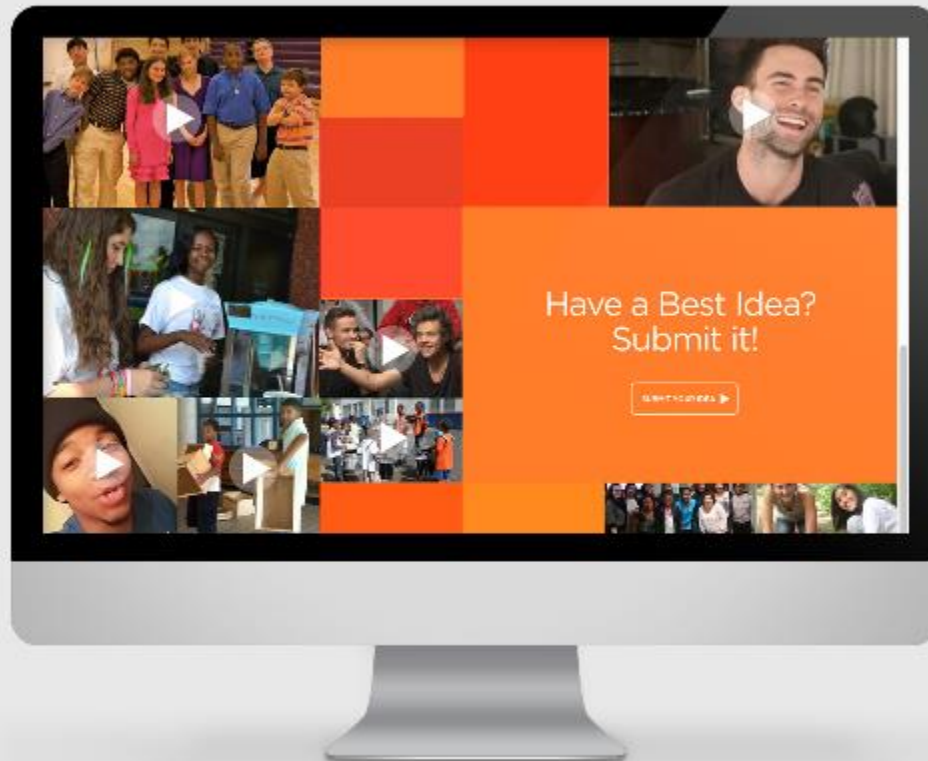


FOR EXAMPLE...














What do we ultimately want to happen?



Get their attention and disrupt the way kids think about school and learning



Help kids accommodate peer pressure by celebrating learning and achievement



Help kids authentically discover that they are not alone in their desire to learn.



Give kids a say in what and how they learn



The End Goal:

- *Give kids agency in their own education.*
- *When kids are empowered, they will engage.*
- *And when kids engage, they learn.*



Michigan can be a test case for how we can engage kids and promote their voice in student achievement initiatives.



Who are the students we need to reach first?

- 10-14 year olds
- Urban AND Rural – socio-economically disadvantaged
- The largest educational disconnect – both academically and socially
- They are all tech connected, with access to video games, laptops, smart phones, etc.



How do we know the campaign will grab their attention, inspire their imagination, serve as a call to action?



They told us so!

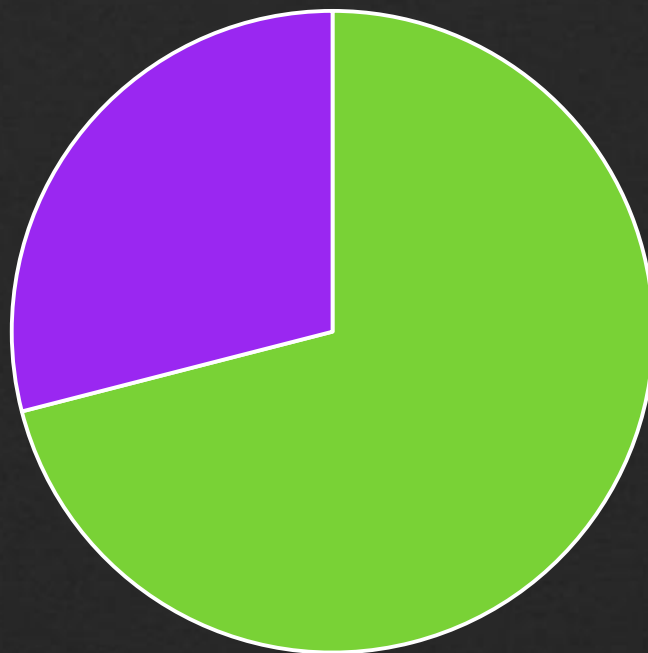


We know most will “get it”

"Almost Worst Ideas" is meant to...

29%

keep kids safe by
showing them
examples of
unsafe things kids
should not do



71%

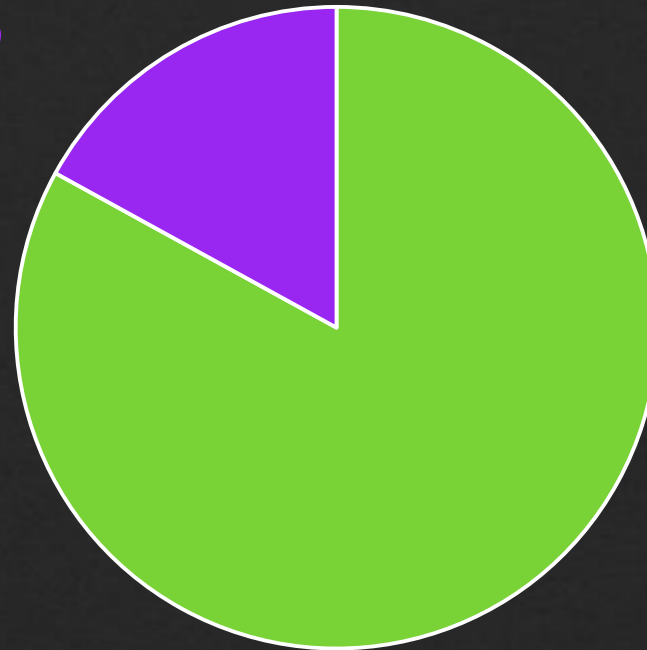
keep kids from
blowing off school by
showing them that
even stupid, bad
ideas are not as bad
as blowing off school

Results are among 220 MI 4th-8th graders who participated in the September, 2014 survey. Kids in the target age range were re-contacted to complete a 7 minute concept evaluation survey.

We know they think the message is valuable

Should kids pay attention to the "Almost Worst Ideas" concept?

17%
NO

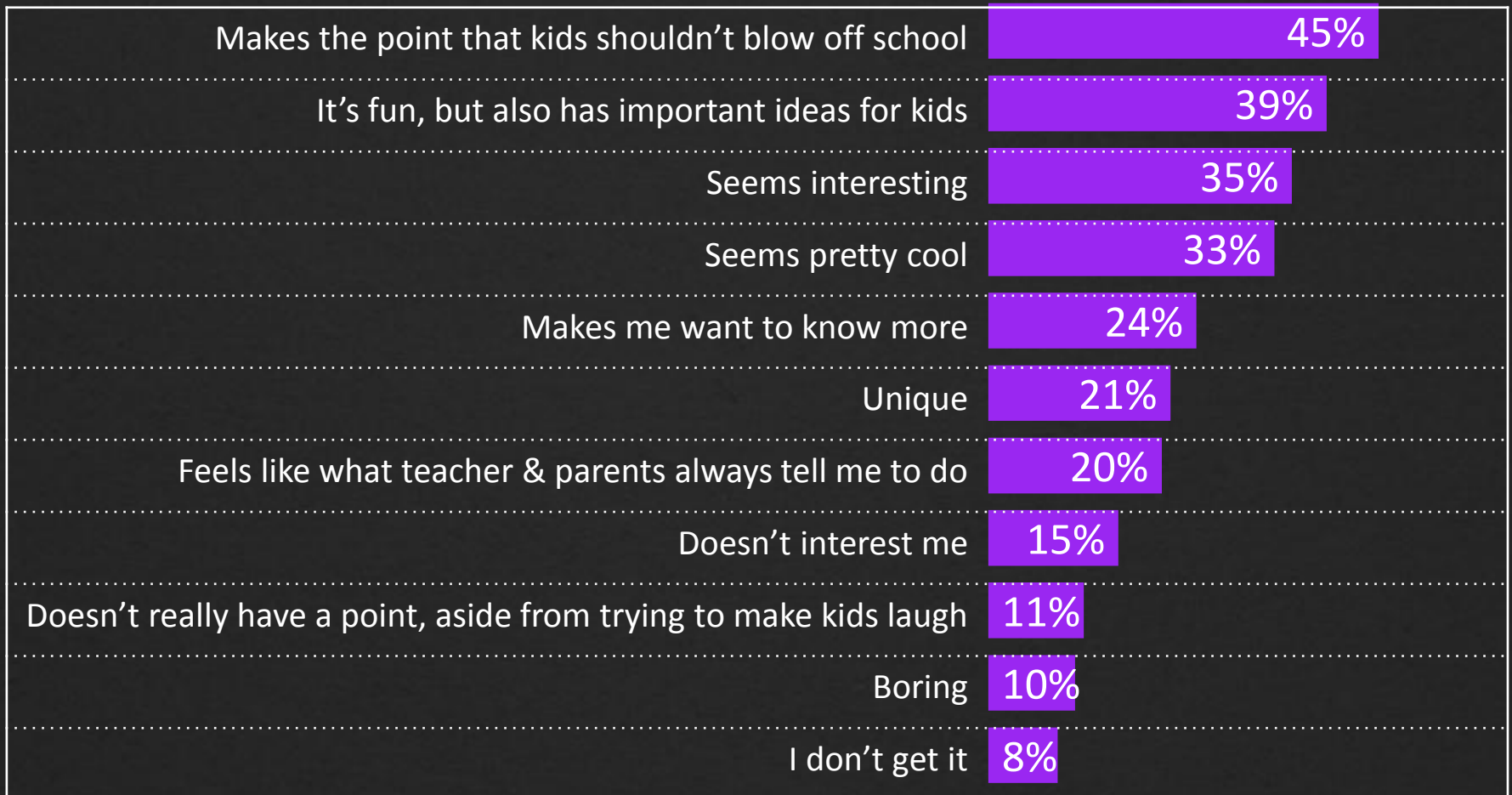


83%
YES

Results are among 220 MI 4th-8th graders who participated in the September, 2014 survey. Kids in the target age range were re-contacted to complete a 7 minute concept evaluation survey.

Positive reactions

Words or Phrases That Describe Kids' Feeling on Concept



Number of Stars Kids Give to the Almost Worst Ideas Concept:



37%



38%



15%



10%

75%

In Their Own Words:

*"It has a great message
with humor"*

– 7th grade girl, Redford

*"Because they can share ideas no
one else may think of"*

– 6th grade boy, Cadedonia

*"I'd like to come up with
a funny worse idea!"*

– Parent of a 5th grade girl, Battle
Creek

*"I think this is a great idea for kids my
son age and older most kids think it's
cool to skip school"*

– Parent of a 4th grade boy, Flint

*"I think kids should take more interest in school
and try to do better. Most kids at my school
don't care about school, and this might be funny
enough to make them care a little bit"*

– 7th grade girl, Warren

*"I think that the game will really get the
attention of kids, at least my kids. He really
likes the silly human tricks things online and
on TV so that may get the attention of kids
his age"* – Parent of a 6th grade boy, Kalamazoo



Kids are the Authentic Voice of their Peers

58% of Michigan
kids say

*students should be the ones
to motivate other students*



A photograph of three students from behind, walking up a set of stone stairs towards a large blue double door. The student on the left wears a bright green hoodie and blue jeans. The student in the middle wears a brown sweatshirt with yellow sleeves and blue jeans. The student on the right wears a green t-shirt, blue jeans, and a large red and black backpack. A semi-transparent orange and red banner is overlaid across the middle of the image, containing the text 'NEXT STEPS' in white capital letters.

NEXT STEPS

Year 1 Launch

Oakland

210 elementary
schools/76 middle and
junior high schools
135,738 students

Wayne

386 elementary
schools/130 middle and
junior high schools
226,215 students

Macomb

144 elementary
schools/53 middle and
junior high schools
93,840 students

- **Create website, cast vignettes, develop game app**
- **In-School:** posters, clings, reward stickers – rolled out to select, opt-in, schools first, spreading to full districts, as requested
- **At-home:** bumper stickers, magnets, lunch notes, t-shirts
- **Stakeholder Outreach:** Conferences, webinars and communication to education and parent associations
 - Michigan Education Alliance consulted and included at key stages of this work

Years 2 and Beyond

- **Continue all year 1 activities, keeping content fresh and engaging**
- **Spread to all markets/elementary and middle schools in Michigan**
- **Support and sponsor “student voice” forums to reshape and promote the voices of students in all school improvement and achievement initiatives**

Measuring Success: Digital Metrics

- # of visitors to website
- # of app downloads
- App usage
- Video views on YouTube
- Use of codes on website
- Online participation in chats, idea submission, etc.



Measuring Success: State Metrics*

Track already-established state survey questions among students including things like:

- % of students report courses slightly or very dull
- % seldom enjoy being at school
- % think learning in school slightly or not all all important for later life
- % never or seldom try to do their best work at school



Track established state metrics used in state Scorecards, including attendance rates, graduation rates and growth proficient

Measuring Success: Additional Survey Metrics*

Through custom MI panel surveys measure student and parent:

- Campaign awareness
- Campaign recall
- Campaign likeability

Track existing survey measures:

- Fewer students saying lack of motivation is a reason kids aren't doing well in school
- More students saying they are motivated to learn, are interested in learning what is being taught, and they give school their best effort
- Fewer students saying that it's ok to say they're not good in a subject because some kids just aren't good in certain subjects



The header features a series of horizontal bars in green, orange, red, blue, and green at the top. Below this is a wide red band containing the text 'COMING UP:', which is flanked by thin orange bars above and below it.

COMING UP:

1. Press release and Student Inspiration Project website launch
2. Present to other interest parties
3. Present to individual businesses and foundations
4. Determine implications for current programs

Thank you.

Questions or
comments?

